



NEWS UPDATE: City Council Moving Forward with Wayfinding Sign Plan for the City of Los Altos

At the January 8, 2013 City Council meeting, Council reviewed a draft of a City-wide wayfinding sign concept. Wayfinding signs are designed to guide people to key destinations and important resources, such as the location of commercial districts and public parking lots.

Current wayfinding signs in the City lack a cohesive look and feel and are not comprehensive in nature. Implementing a clear and consistent wayfinding program is important for the long-term economic development and vitality of the City's commercial districts while also creating a consistent look and feel for signage throughout the City of Los Altos.

City Council appointed a Wayfinding Task Force last May consisting of representatives from the City Council, Planning and Transportation Commission (PTC), Los Altos Village Association, Los Altos Chamber of Commerce, and business and property owners from the commercial districts. The Task Force worked with an experienced design consultant and provided input on the sign design, locations, and messaging.

City Council thanked the Task Force for their time and effort spent developing the current wayfinding sign concept. They felt the modern yet rustic feel of the sign design captures the essence and charm of Los Altos. Council is also in favor of naming the parking plazas.

Citizens and Council expressed concern regarding the size of some of the signs, stating they felt it important to avoid large bulky signs that may impede drivers' views of traffic and pedestrians.

Cost estimates will be developed to determine the next steps in the project, and sign locations and dimensions will also be further refined with input from traffic engineers, Caltrans, and Santa Clara County. Additional design considerations, including potential new names for the parking plazas to assist downtown visitors, will be considered.

Visit www.losaltosca.gov to view details of the current wayfinding sign concept included in the archived materials from the January 8, 2013 City Council Meeting.